



Legislation Details (With Text)

**File #:** 45667      **Version:** 1      **Name:** MarketReady Program - Public Market  
**Type:** Resolution      **Status:** Passed  
**File created:** 1/10/2017      **In control:** BOARD OF ESTIMATES (ended 4/2017)  
**On agenda:** 2/7/2017      **Final action:** 2/7/2017  
**Enactment date:** 2/10/2017      **Enactment #:** RES-17-00104

**Title:** Approving the selection of Northside Planning Council and its collaborative partners to provide services in support of the MarketReady Program (a business training and micro-grant program designed to help prospective Public Market vendors become ready to start their business and operate within the Madison Public Market when it opens), and authorizing the Mayor and the City Clerk to enter into an agreement with Northside Planning Council to implement the program.

**Sponsors:** Larry Palm, Amanda Hall, Marsha A. Rummel

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
2/7/2017	1	COMMON COUNCIL	Adopt	Pass
1/23/2017	1	BOARD OF ESTIMATES (ended 4/2017)	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
1/17/2017	1	COMMON COUNCIL	Refer	Pass
1/10/2017	1	Economic Development Division	Referred for Introduction	

**Fiscal Note**

The proposed resolution approves the selection of Northside Planning Council to provide services in support of the MarketReady Program. The resolution authorizes \$200,000 for services that were previously approved by Resolution #43204 which authorized releasing a Request for Proposals with this budget. Up to \$72,680 will be used to create and implement the MarketReady training, technical assistance, and business coaching program, and approximately \$127,320 to be used as micro-enterprise grants to participating entrepreneurs. Funding for the program will be provided by UDAG payment that was previously made to the City.

**Title**

Approving the selection of Northside Planning Council and its collaborative partners to provide services in support of the MarketReady Program (a business training and micro-grant program designed to help prospective Public Market vendors become ready to start their business and operate within the Madison Public Market when it opens), and authorizing the Mayor and the City Clerk to enter into an agreement with Northside Planning Council to implement the program.

**Body**

WHEREAS, for the last four years, the City of Madison Public Market Development Committee (formerly known as the Local Food Committee) and Economic Development Division Staff have been conducting research, outreach, and planning for the Madison Public Market; and

WHEREAS, in March of 2016 the Common Council accepted the Public Market Implementation Strategy (RES -16-00194) and directed City Staff and the Public Market Development Committee to move forward with the five Work Elements described in the strategy; and

WHEREAS, one of the five Work Elements identified in the Public Market Implementation Strategy is to create a program focused on supporting and cultivating small businesses interested in becoming Public Market vendors; and

WHEREAS, Staff and the Public Market Development Committee designed the “MarketReady Program” to focus on helping potential public market vendors prepare business plans, develop marketing strategies, get products tested, establish any required permits or licenses, purchase supplies, purchase equipment and design stalls, etc. - all with the goal of helping them be more poised to be successful within the Public Market when it opens; and

WHEREAS, the City applied an Equity Tool analysis to the Public Market, which identified that the Public Market can be a positive force for economic opportunity among low-income populations and communities of color in Madison by creating entrepreneurship opportunities for individuals who might not otherwise have the skill or resources to start a business; and

WHEREAS, there is a disproportionately low representation of businesses of color in the local economy; and

WHEREAS, the MarketReady Pilot Program will prioritize recruiting and selecting participants who represent communities of color, low-income populations, immigrants, women entrepreneurs and other groups that face historical barriers to starting businesses; and

WHEREAS, As directed by Council, the City Staff issued a Request for Proposals (RFP #8552-0-2016-BP) with a budget of \$200,000 to seek an administrator to assist in creating and running the MarketReady program; and

WHEREAS, the City received one proposal submitted by a multi-organization team (proposal team) of well-respected organizations led by the Northside Planning Council and including the Wisconsin Women’s Business Initiative Corporation (WWBIC) and Dane County UW Extension; and,

WHEREAS, a subcommittee of the Public Market Development Committee reviewed the proposals and recommended moving forward with a contract with the Proposal Team for up to \$200,000 to assist the City in implementing the MarketReady Program; and

WHEREAS, the total project budget for the MarketReady Program will be \$200,000 and of this \$72,680 will be used to create and implement the MarketReady training, technical assistance, and business coaching program and \$127,320 will be used as micro-enterprise grants to participating entrepreneurs; and

NOW THEREFORE, BE IT RESOLVED, that the Mayor and the Common Council approve the selection of Northside Planning Council to provide the designed services; and

BE IT FURTHER RESOLVED, that the Common Council authorizes the Mayor and the City Clerk to enter into a contract for up to \$200,000 on behalf of the City with this organization, as required, to perform the desired services.

BE IT FINALLY RESOLVED that the Mayor and City Clerk are authorized to execute, deliver, accept and record any and all documents and take such other actions as shall be necessary or desirable to accomplish the purpose of this resolution in a form approved by the City Attorney.